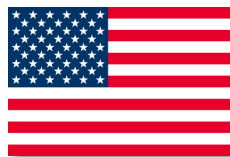
P&D Postmortem

Kazuki Morishita
GungHo Online Entertainment, Inc.
President & CEO , Executive Producer

GungHo
Online Entertainment, Inc.

- ALL smartphone titles (6 titles) -

100% Profitable

PUZZLE
&
DRAGONS

Over 30,000,000 DLs

13 Countries

Over 100 million $ / per month

GDC 2013

“ LUCK ”

Today's Keyword

" Instinct "

P&D Postmortem
"Game Designing"

Idea was born and planning began July 2011

- Target -

“ Myself ”

- Game Concept -

RPG + Intuitive Action

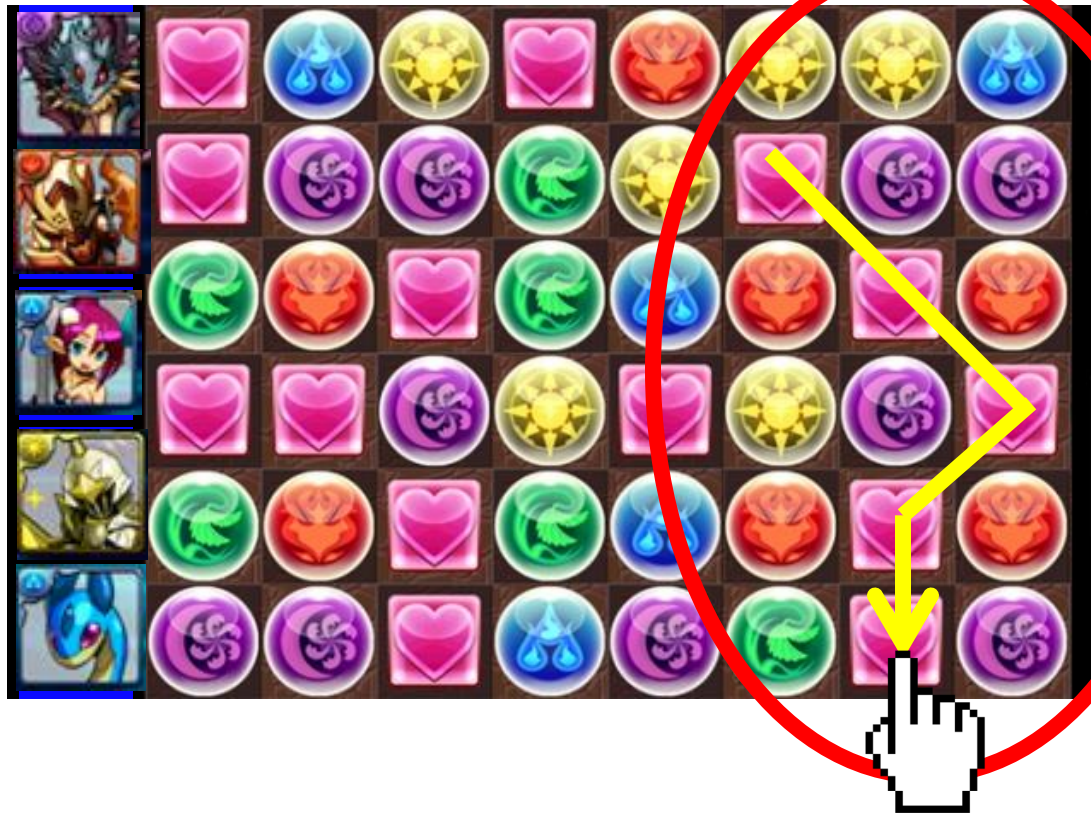
Be Innovative
Be Intuitive
Be Captivating
Be Sustainable
Be Encouraging

Kazuki
Morishita
Executive Producer
PUZZLE & DRAGONS
PUZZLE & DRAGONS
Daisuke
Yamamoto
Producer

RPG + Tower Defense

RPG + Puzzle

Monster Puzzle

148
あと 3
1 Menu
504/504

Monster
Movable range

148
あと 3
1
Menu
504/504

- Be Intuitive -

Puzzle Action

- Be Captivating -

Relatable to Kids and Adults

- Be Sustainable -

Collect · Raise · Fusion · Addictive

- Encouraging -

Skill Up & Luck

- Title -

Dungeon & Puzzle

PUZZLE
&
DRAGONS

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“Development”

148
1 Menu
あと 3
504/504

148
あと 3
1
Menu
504/504

Time limit to Orb Movement

153
2 Menu
あと 1 あと 3 あと 3 あと 2
6×5
342/534

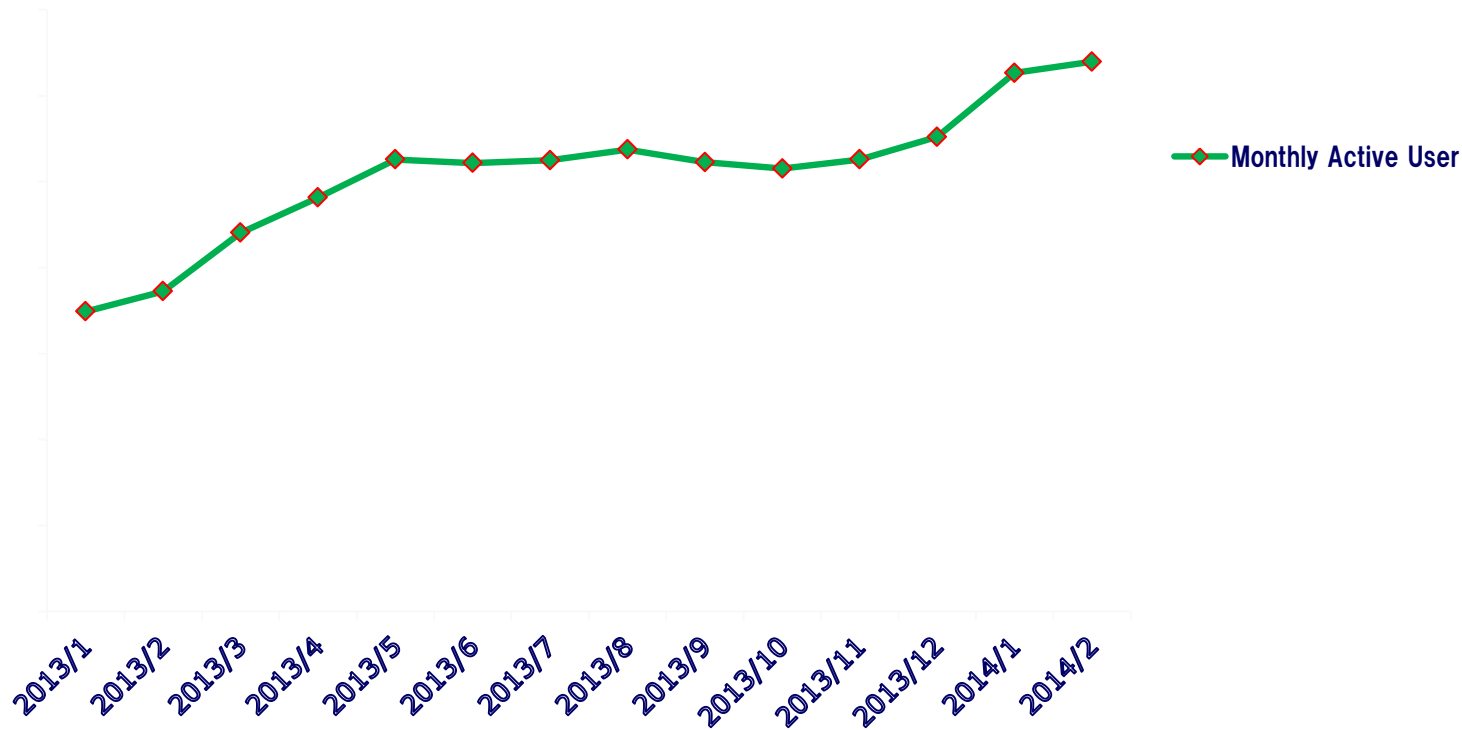
153
2 Menu
あと 1 あと 3 あと 3 あと 2
7×6
342/534

153
2 Menu
あと 1 あと 3 あと 3 あと 2
8×7
342/534

Wife Tested
Child Tested
GRASSHOPPER
MANUFACTURE

P&D Postmortem

“Operations”

Monthly Active User
2013/1
2013/2
2013/3
2013/4
2013/5
2013/6
2013/7
2013/8
2013/9
2013/10
2013/11
2013/12
2014/1
2014/2

Magic Stone Episode

Like A Bonfire

Hearing out User Feedback

user

I ran out of coins and can't level up my monsters!

Gungho

Let's have a special weekend dungeon that drops a lot of coins!

user

I have a bunch of coins, but not enough materials to evolve my monsters!

Gungho

Let's have a Thursday dungeon that drops EVO materials!

user

We want more monster with more EVO materials!

[Daily Dungeons] were born!

Mon Tue Wed Thu Fri Sat Sun

Keepers

Room of the Mask

Green Dragons Den

Shrine of Spirits

Weekend Dungeon

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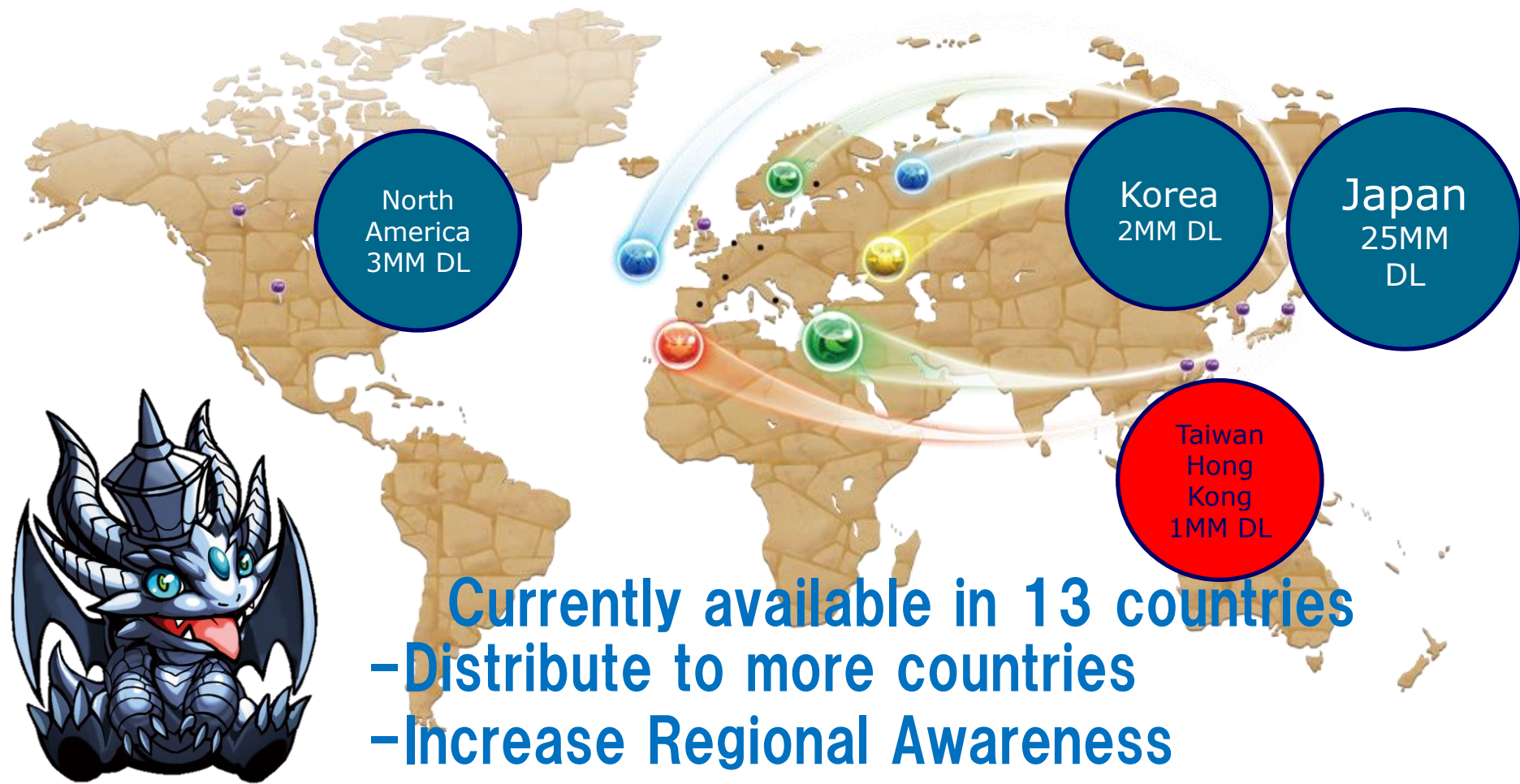
“Combining Contents & Service”

North America 3MM DL
Korea 2MM DL
Japan 25MM DL
Taiwan Hong Kong 1MM DL
Currently available in 13 countries
-Distribute to more countries
-Increase Regional Awareness

Focusing on User Review Global Initiatives

Contents & Service

- Daily Operation
- Game update
- In-game Event
- Collaboration
- Customer Service
- etc・・・

P&D Postmortem

“New Challenge”

2 in 1

P&D Postmortem

“The Expansion of P&D World”

1.4 million Copies Sold In Japan

Comic

Foods

Arcade Games

Goods

Events

PUZZLE
&
DRAGONS

“Intuition” and “The Team” that Makes it a Reality

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